

# DURBAN

## TRAVEL TRENDS REPORT

**Travel Duration : February to April 2025**



## Foreword

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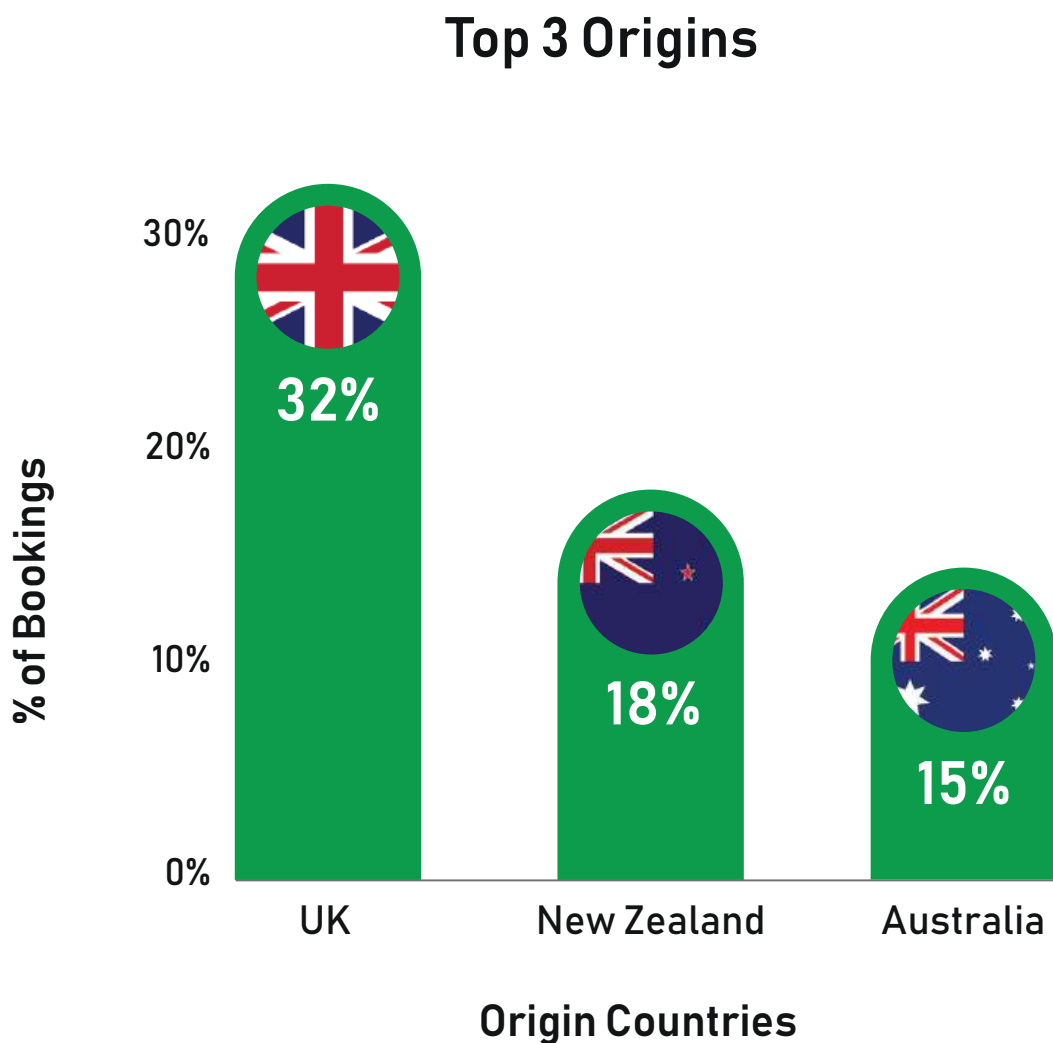
Durban's travel season from February to April 2025 promises to attract a wide range of visitors, each bringing unique opportunities for the local travel and tourism sector. This period is shaped by diverse traveler preferences and growing interest in exploring the region's vibrant culture, beautiful landscapes, and iconic attractions.

For businesses in the car rental and travel sectors, understanding emerging trends and aligning offerings with traveler needs will be key to capitalizing on the season's potential. This report presents valuable insights into visitor demographics, travel patterns, and market dynamics, offering actionable strategies to help businesses thrive in Durban's competitive tourism landscape.



## UK Dominates Durban Tourism

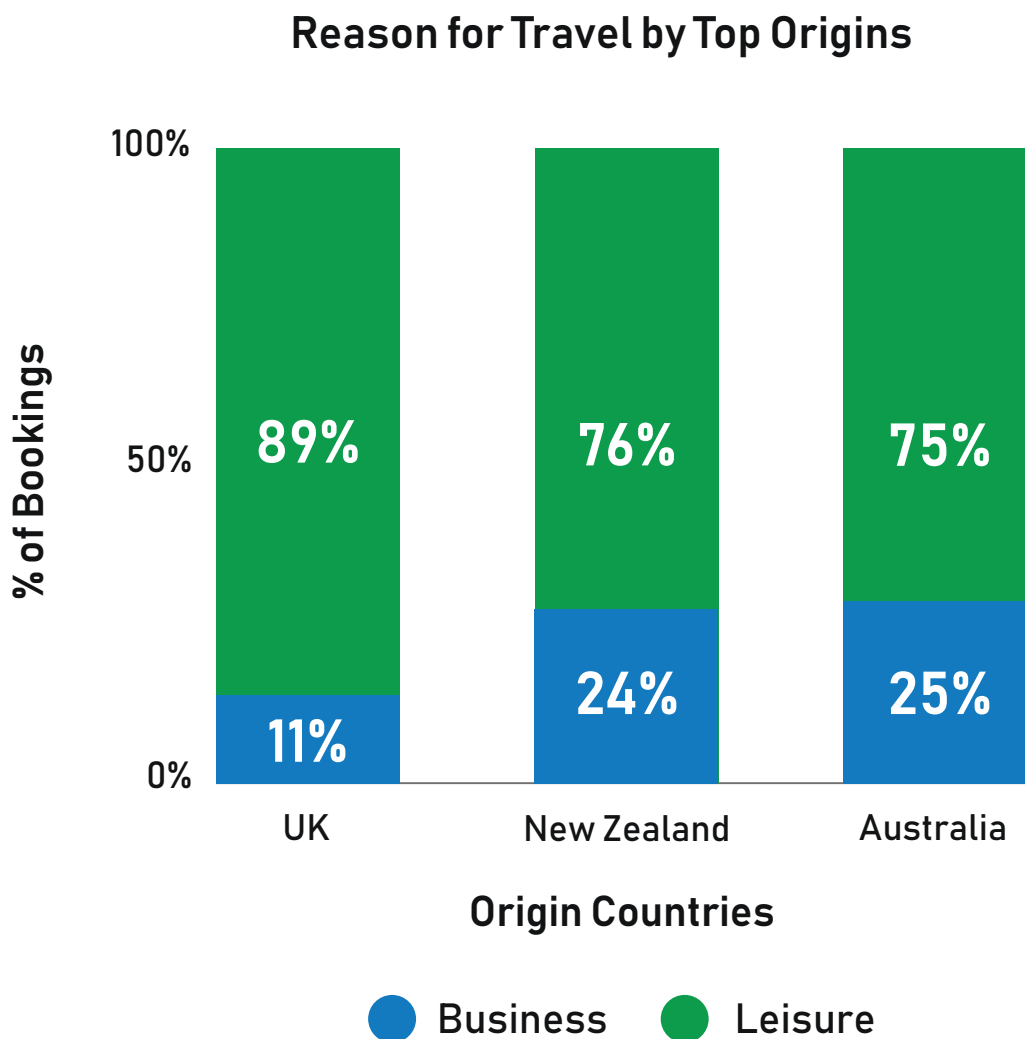
The United Kingdom will account for the largest share of international arrivals in Durban, contributing 32%, followed by New Zealand (18%) and Australia (15%). Car rental businesses could leverage this by offering services that cater to these high-volume markets, including compact cars for solo travelers, flexible rental options, and targeted promotions to attract and retain customers from these regions.



*Source: Adara, a RateGain Company*

## Leisure Travel Takes the Lead

Leisure travel will dominate Durban's tourism, with 89% of UK visitors, 76% of New Zealanders, and 75% of Australians visiting for recreation. Rental businesses will need to focus on providing spacious and comfortable vehicles designed for sightseeing and leisure-focused activities to enhance the travel experience for these tourists.

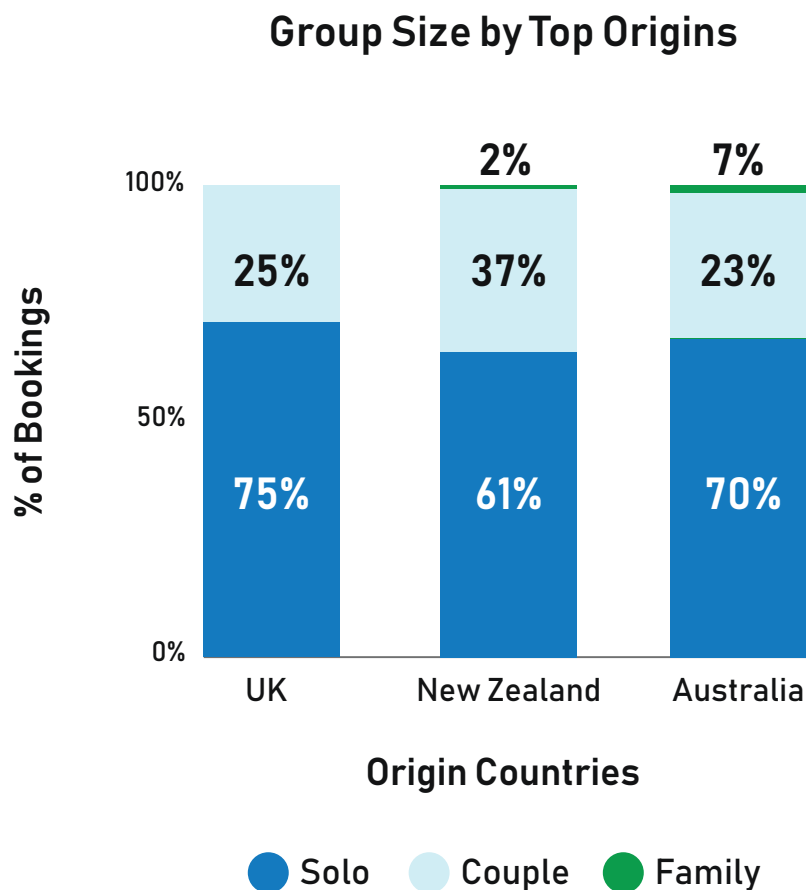


*Source: Adara, a RateGain Company*

## Solo Travelers Drive Demand

Solo travelers will account for the majority of car rental demand, comprising 75% of UK, 61% of New Zealand, and 70% of Australian visitors. To cater to this segment, car rental businesses could focus on compact cars that are economical, practical, and easy to navigate. Couples, the second-largest group, will seek vehicles that balance comfort and affordability, while families will benefit from spacious and versatile options.

Maintaining a well-rounded inventory that addresses the varying needs of these groups will help car rental businesses meet demand effectively and enhance customer satisfaction during this travel period.

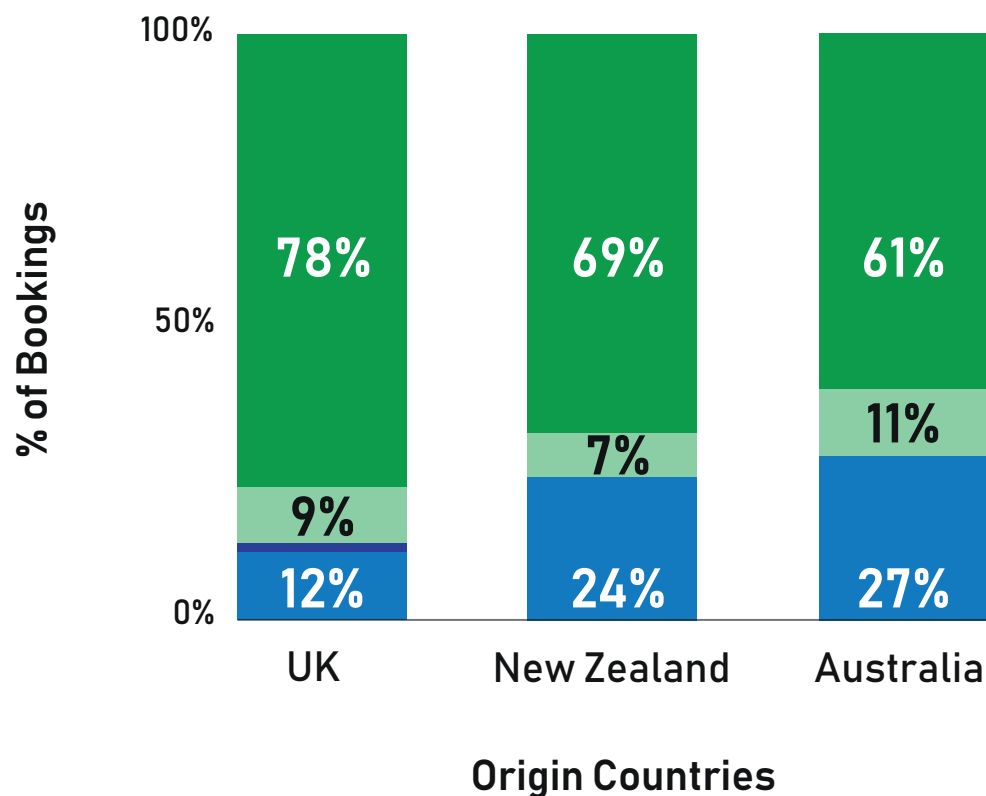


Source: Adara, a RateGain Company

## Extended Stays Create Opportunities

Durban will attract long-term travelers, with 78% of UK visitors, 69% of New Zealanders, and 61% of Australians staying for over 10 days. Offering long-term rental packages, discounts, and perks like unlimited mileage will help businesses appeal to this high-value customer segment and ensure consistent revenue.

Trip Duration Category by Top Origins



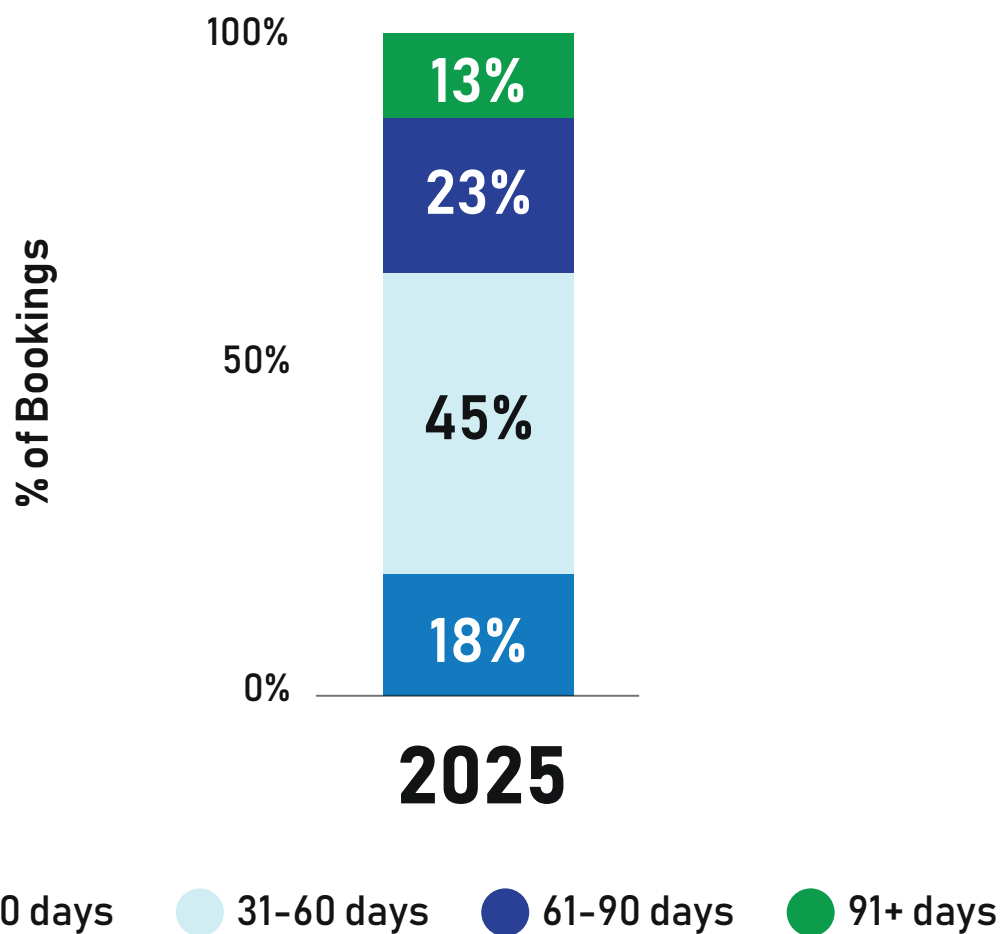
● 1 - 2 Days ● 3 - 4 Days ● 5 - 6 Days ● 7 - 10 Days ● >10 Days

Source: Adara, a RateGain Company

## Advance Planners Lead the Market

A majority of travelers will plan their trips in advance, with 68% booking 31 to 90 days ahead. To capture this audience, car rental businesses will need to launch early marketing campaigns, offer advance booking incentives, and promote deals during this critical planning window.

### Advanced Period Composition

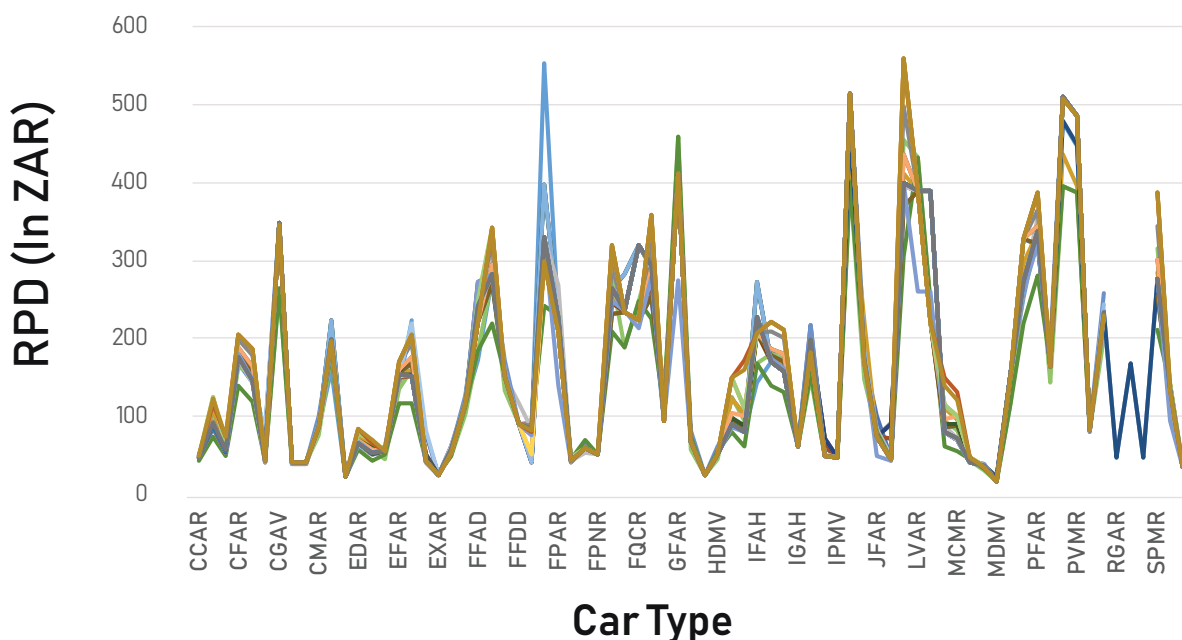


*Source: Adara, a RateGain Company*

## Luxury on the Rise

The car rental market outlook for February to April 2025 indicates strong demand across various vehicle segments, driven by seasonal pricing strategies and shifting customer preferences. Mid-February and mid-March will see noticeable increases in ADR for SUVs and luxury vehicles like CFAR, IFAR, and LFAR, reflecting heightened demand for premium options during these periods. Economy and compact cars like ECAR and CCAR are expected to maintain stable, budget-friendly pricing, catering to cost-conscious renters throughout the season.

The luxury segment is likely to exhibit higher ADR volatility, highlighting its sensitivity to market fluctuations. SUVs are expected to gain popularity during this time, thanks to their practical features and competitive pricing strategies. These insights highlight the importance of aligning fleet availability and pricing strategies with anticipated seasonal dynamics, enabling car rental businesses to maximize revenue potential while meeting the diverse needs of their customers.





# Key Takeaways for Car Rentals

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- 01 Focus on High-Volume Markets**

Tailor services for UK, New Zealand, and Australian visitors with targeted promotions and flexible rental options.
- 02 Prioritize Compact Vehicles**

Cater to solo travelers, the dominant group, with an emphasis on compact and economical car options.
- 03 Optimize for Leisure Needs**

Stock comfortable vehicles to meet the preferences of leisure travelers exploring Durban.
- 04 Capitalize on Long-Term Rentals**

Design rental packages with long-term discounts and perks for travelers staying over 10 days.
- 05 Engage Early Planners**

Launch marketing campaigns and promotions 1–3 months before the peak travel season to secure early bookings.
- 06 Align Fleet and Pricing Strategies with Seasonal Demand**

Optimize inventory and adjust pricing for SUVs and luxury vehicles during high-ADR periods, while maintaining stable options for compact and economy cars to ensure consistent revenue

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